

# WINE TRAILS IN THE CZECH REPUBLIC

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## **Abstract**

The development of wine tourism has helped to create a completely new structure of wine trails. Significant assumptions were made in the region of South Moravia in the southeastern part of the Czech Republic.

The main research objective of this paper was to define and evaluate the benefits of establishing and developing wine trails for wine-growers and wine producers. To achieve the objective, it was necessary to analyze the degree of incorporation of the program wine trails in the marketing mix of companies, also compare similar programs in neighboring countries. The main results include the finding that customers often visiting winemakers and the wine trails increased orders after visits. A separate and rather important fact is the increased motivation to start new businesses providing tourism services which lead to longer stays in the region. For the development of the entire wine sector is also linked to the need to create new jobs directly in the industry, but also multiplier effects of related industry suppliers, as well as in tourism.

The dynamic development of the wine category, major changes in Czech market and consumer demand are the main causes for the formation of associations of small and medium-sized wineries. The application of the results of research was a plan for the establishment of new alliance – wine cluster, where is potential co-operation between associations VOC appellation and other entities involving suppliers, customers, research institutions and universities.

**Keywords:** partnership, start new businesses, Wine Tourism, wine trails, Wine Cluster

## **INTRODUCTION**

The Velvet Revolution marks the period of political change in Czechoslovakia in November and December 1989, which led to the fall of the communist regime and the transformation of the political establishment into pluralist democracy. Wine production before the Velvet revolution (before the 1990's) in the Czechoslovakia was focused on quantity and not to allow the development of related industries such as wine tourism. The whole wine sector subsequently recorded a very slow development of a quantitative orientation towards production quality and focusing on originality associated with varietal uniqueness. Projects to promote wine tourism and the systematic development of large wine trails were yet to follow - at the beginning of the new millennium.

The permanent trend of development and market growth were the starting potential for the creation of a completely new system of wine trails in Moravia region. Wine production area is mainly located in this southeast part of the Czech Republic, with 96% of Czech wineries. South Moravia is a traditional wine-growing region. Wine production and the associated culture, next to the natural and historical attractions, is one of the main attractions for visiting this region. Tourism and the service sector in general have progressively grown in recent years. Winery, wine and wine tourism are the flagships of South Moravia.

The research project follows the development of the regional associations of small and medium-sized wineries cooperating in system for appellations *Vína Originální Certifikace* (VOC) – in English translation named Wine of Original Certification. There are successful forms of wine tourism cooperation in wine clusters -in the world, which can serve as a source of inspiration for the growing cluster initiatives in the Czech Republic.

The Moravian Wine Trails project started with the activities of a Partnership Foundation and for the first time clearly determined the concept of wine tourism and specifically identified the need for infrastructure. When we analyzed the starting process of the management of the project we could find distinct "modules" that could be implemented gradually and separately, without losing functionality and threatened the possibility of other implemented modules.

There were mainly four modules in the beginning of the project:

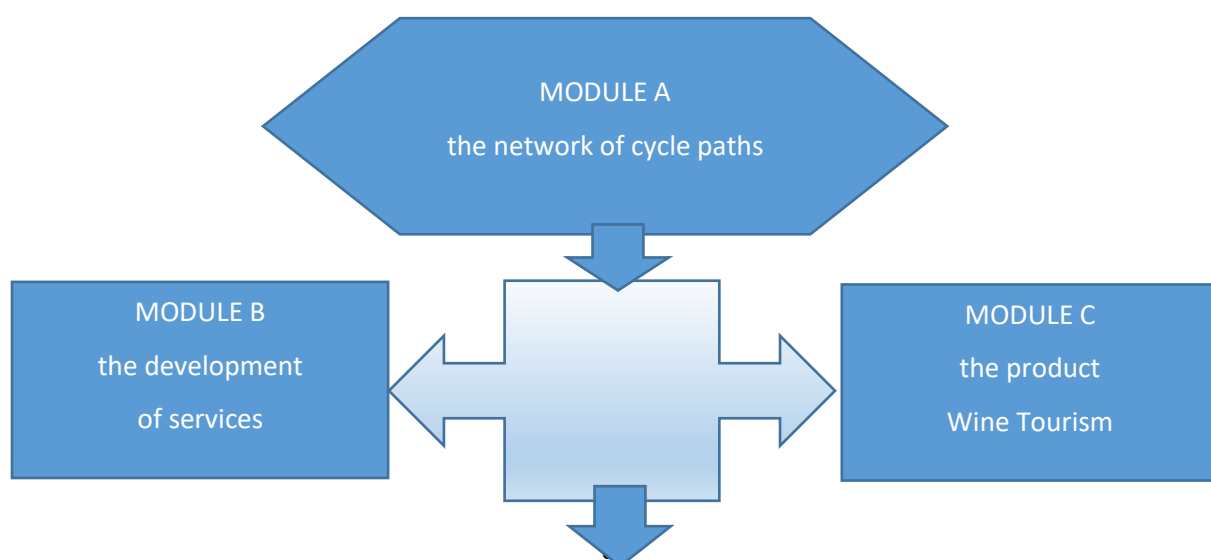
MODULE A - the network of cycle paths:

- A total plan of 11 routes connected in a network of 10 regional trails,
- one main backbone trail with a total length 1200 km;

MODULE B - the development of services for cycling;

MODULE C - creating a product complex wine tourism with various packages and components of wine tourism;

MODULE D - marketing promotion, public relation, CRM – customer relationship management.





*Figure 1: a flowchart of the Moravian Wine Route project*

There was in terms of methodology procedures that were surprising, such as the first of the modules implemented was the marketing promotion of trails. So Moravian Wine Trails map was published in the year 2000, or a year before showing the first tracks in the field and three years before the completion of the entire network of trails in the country.

The author team of project's services and marketing tools for its development, with great vision and ambition, proposed the creation of a network of cycle paths, linking all major wine-growing villages. The area of project was covering location of vineyards and monuments in the South Moravian region, and extending it to the most eastern part of the Czech Republic on border with Slovakia republic neighboring wine regions. Even the creation of regional tourist products were ahead of their time in 1998, when there were previously regional associations of municipalities. The creation of regional association of all wine producing villages, totally 310, was responded to the demand for cooperation on the very first foundations of wine tourism in villages with farmers, at that time mostly hidden behind only the curtain of the gray economy.

The segment of regional economy - wine tourism - is now in dynamic development and it is certainly not true that tourists come for winemakers only on so-called "wine cellar evenings". Tourists as wine lovers are also interested in the possibility of tours vineyards, to work in the vineyards, and gain training in the production of wine in the cellar.

The research project follows the development of the regional associations of small and medium-sized wineries cooperating in system for appellations *Vína Originální Certifikace* (VOC) – in English translation Wine of Original Certification. There are successful forms of wine tourism cooperation in wine clusters - in the world, which can serve as a source of inspiration for the growing cluster initiatives in the Czech Republic.

Cooperation in regional associations, which leads to the creation of new offer of services include wine tourism is strategic business decision, leading to a strengthening effect on the negotiating dynamics in

the industry. As stated by Porter (2007) the reason why companies are successful or are falling, the question is in the center of strategy. Porter (1990) was the first in their work using the concept of cluster in the context of wine production, namely on the basis of research work related to wine producers in California, specifically in the Napa and Sonoma Valley. Until the sixties of the twentieth century, wine producers in California are focused on the production of brandy and dessert wines. Big changes were subsequently conducted with transformation how the relationship between vine growers and wine producers, as well as relations between the wine producers themselves in order to improve production quality. There was started a regional research activities to study winemaking. Before wine from California in the eighties of the last century broke on the export to all over the world, wine production has undergone great development in quality and quantity. This development has attracted some new producers to enter into this industry and also caused the development of other related industries such as wine tourism.

Furthermore research of clusters uniting producers of vine and wine published by Müller and Summer (2005). Formation of wine cluster in New Zealand is researched by Dana and Winstone (2008), in the South Africa by Davidson (2009) and in Chile by Visser (2004).

Australian wine is now at the forefront of a changing global wine market with a tradition dedicated to intensive research and innovation. The success of the organization and development of the Australian viticulture and winemaking, as the literary sources suggest, is currently associated with that cluster. Development of Australian wine industry describes Beeston (1994). Ditter (2005) even uses the entire walkthrough of the rapid development of Australian winery concept of meta-cluster or super-cluster. Australia is too large, so there can be not only one cluster of wine producers, but wine industry as a whole has successfully cooperated with a common strategy for the sole purpose of export-quality wines. Aylward (2008) describe the differences in the two types of Australian wine cluster. South Australian Cluster, which can be described as innovative and organizational type cluster in Victoria and New South Wales.

Ditter (2005) indicates that the impact of globalization in the wine category in the nineties meant a major crisis for the traditional model of production and labeling wines based on the guarantee of origin (AOC). These wines have a high added value in a typical product in limited quantities through a combination of a defined area of origin, the so-called terroir and yield, which is due to restrictive requirements and regulations. On the other hand, French wine growers face competition from New World wine, the model simply by marking the most preferred varieties, and only the zone or country of origin. Their model of production and trade is based on a combination of industrialized mass production and intensive marketing of relatively standardized products that are very identifiable. Bélis-Bergouignan *et al.* (2010) indicates that wine cluster initiatives in France revived in 2009, but already

the main focus of cooperation towards the cluster's potential research and development, based on the experience and inspiration taken from the countries of the new wine world.

There are also publishing researchers in the Czech Republic, who engaged in the initiatives of local and regional farmers which joint together to market, e.g. Lošťák, Kučerová, Zagata (2006).

Place-based marketing and cooperation winemakers appears frequently in publications from Mitchell and Hall (2006, 2012). The institutional theory and resource based-theory of clusters in wine tourism industry researched also Grimstad (2011).

## Material and Methods

To achieve the objectives of the study and an overview of the target market segments requires analysis of the behaviour of consumers and providers of wine tourism, which was done by the method of marketing research. For primary data collection, a system was used from the RELA (Research Laboratory), which was created in collaboration with the Institute of Trade and Marketing, Faculty of Business and Economics, Mendel University in Brno. Primary data was collected on the basis of marketing research through a questionnaire survey and were then processed by MS Excel and Statistica. Results are presented in the form of tables and graphs.

Service providers in wine tourism were mailed questionnaires electronically. The source directory of certified equipment was provided by the National Wine Centre. Of the 701 facilities for providers of wine tourism in the wine region of Moravia 674 providers responded. Of the 2,400 approached tourists - wine tourism consumers – 873 responded to the questionnaires. Questionnaires were distributed to consumer in the form of a interviewer-administered survey and electronically by e-mail. Visitors to the Wine Salon Collection of the Czech Republic were motivated to receive a voucher for the next entrance to the exhibition free of charge. Research on consumers focused on finding the perceptions of consumers on the concept of wine tourism.

In order to identify multiplying effects of wine tourism clusters we used the following macro-analytical tool that recommends Porter (1998):

$$\text{Localization quotient (LQ)} = \frac{x/X}{y/Y}$$

LQ - location quotient of employment in the region

x – the number of employees working in the sector in the region

X – total number of employees in the region

y – the number of employees working in the sector in the state

Y – total number of employees in the state.

Potential for regional clusters is where there are groups of related industries with LQ greater than 1.

To achieve the goals of this research a concentration quotient was designed, which indicates the proportion of vineyards in the region and the total area of vineyards. This concentration factor is calculated for the association of VOCs in the Czech Republic.

$$\text{Concentration quotient (CQ)} = \frac{a/A}{b/B}$$

CQ – concentration factor area of vineyards in the region / in a certain area for the establishment of an association of wine growers or cluster

a – the number of vineyards in the region certified by the association rules (ha)

A – total number of vineyards across the region (ha)

b – the number of vineyards of the all associations (ha)

B – the total area of vineyards in the country (ha).

Sources of secondary data were obtained from The National Wine Centre, Valtice; Wine Fund of the Czech Republic; Confederation of Commerce and Tourism; Association of hotels and restaurants; CzechTourism; Tourist information centers in South Moravia region; and Destination Agencies of the tourist areas.

## Results and Discussion

For further research, it was important to make a categorization of events and services. Based on Wine Tourism definition (HALL & MITCHELL, 2012) were created individual criteria and event design categorizations – the type of markets, festivals, wine tasting with typical local products and special oenogastronomy menus. Selection of current events is conducted with the aim to create an overall picture of "gastronomic and viticultural peculiarity" of the region of South Moravia.

Selected events meet the priority criteria:

- The focus thematic event for wine and regional products, gastronomic specialty products.
- Regional growers, breeders, farmers.
- Gastronomic specialties with traditional recipes.
- Regional character, to products originating in the region South Moravia respectively, with an overlap in neighboring regions while respecting the wine region Moravia.

An evaluation of the satisfaction of wine tourism providers with the support and promotion of wine tourism implies a prevailing opinion on the adequacy of support to providers of wine tourism. A majority of the respondents, namely 55%, considered the promotion of the wine tourism in the Czech Republic as sufficient, or rather sufficient. On the contrary, it was evaluated as totally inadequate by 10% of respondents. 35% of respondents believe that wine tourism has rather insufficient support. We can say that the prevailing rating of support for wine tourism is positive, but positive assessment does not exceed the rating too negatively. The proposals to improve support to providers primarily suggested more advertising on the Internet and on television and the staging of more wine events. Many providers would welcome further tax cuts and the cutting of red tape. In the field, wine tourism providers suggest more support from the various regions and cities. They would welcome the issuing of maps, information brochures, information centers and improve the functioning of wine labels with relevant information, which informed about the possibilities and especially the specific wine tourism providers in the area. Importance for the development of wine tourism, according to providers, also required improved transport infrastructure in the regions, particularly road repairs to lower class roads, and also a greater number of car parks and rest areas in the region. Other proposals concerned the involvement of travel agencies and tourist authorities, like Czech Tourism, which should further promote the wine tourism drive market.

CATEGORY OF EVENTS IN TERMS OF THE OBJECTIVES OF THE STUDY		
No.	NAME	Includes database of
1	<b>Festival, Celebration</b>	wine festival, traditional fest, folklore feast
2	<b>Tasting, Competition</b>	wine tasting competition, contest, exhibition
3	<b>Fair Markets</b>	markets, sales presentations and contracts
4	<b>Courses, Seminars</b>	courses, workshops, lectures
5	<b>Gastrofestival</b>	gastronomic festival, special menu
6	<b>Adventure tour</b>	tour packages
7	<b>Other events</b>	other events, sports and wine, art and wine, etc.

*Table 2: Category of events (Prokeš, 2017)*

Wine tourism in region South Moravia includes a variety of services. The main identified the following forms:

- Winery – offers sales of own production of wine directly from the cellar or store and also provides insight into the production of wine or a vineyard, or offering tastings of the wines, winery owners are provider,
- Wine Cellars – provide seating in a basement suite and offers sales and tasting own and foreign production, tasting, cold food security and supporting programs (music, etc.),
- **Wine Shop** – offering cask and bottled wine mostly from Czech manufacturers and also provide information about our wines, wineries and wine tourism on and allow tasting of wines offered,
- **Wine Restaurant** – concept offers a range of prepared dishes in addition also a wide selection of wines in the wine list offer both domestic production and both the glass bottle and by the glass as well, also offers a recommendation of suitable wines with delicate dishes,
- Wine Bar – in their offer you can find a wide range of wines in bottles produkcejak home, as well as by the glass, with light refreshments,
- Accommodation with Wine Theme - accommodation in a city or in the countryside, which are related to any of the previous categories, the operator also offers information on wine tourism and attractions,
- Wine Trails – both serve to connect major wine regions and individual wine tourism facilities, are interested in active sports and wine, also plays the role of nature trails, because they provide information about the area or the wineries and vineyards,
- Wine Harvest Feast – are held in cities, which is located in the wine-growing regions and at the same time are somehow associated with wine (Znojmo, Mikulov, Velké Pavlovice, etc.),
- Wine Exhibitions – exhibitions wines are usually associated with the best tasting and evaluating samples,
- Exposure Wineries and Museums – inform about the history of winemaking and viticulture, as well as the processing of grapes and wine production
- Training, Seminars, Courses – they are intended for the general public and professionals, this is an example of different tasting and sommelier courses
- Wine Wellness – are relatively new and progressive; include not only accommodation and a relaxing wine tasting procedures associated with wine, or its intermediates (eg, regenerating guilty massage, champagne bath, peeling of the pellet grape and others).

The above services will be followed by others which are not directly service designed exclusively for wine tourism, but can also serve its consumers. For example it is possible to rent bicycles or their storage and transportation. Is not only tourists who want to go on a tour of the wine trails, but others who have different objectives. They're also the possibility to visit historical and cultural sites in the area and related information services. These are main destination for tourists, but for wine tourism may serve as an accompanying program. Likewise, national parks, protected landscape areas and natural attractions are indeed independent tourist destination, but the wine tourism can serve as additional services. Another group of supplementary services are the activities in the area - golf, tennis, windsurfing, fishing, water sports and more.



Evaluation of Satisfaction wine tourism providers with the support and promotion of wine tourism implies a prevailing opinion on the adequacy of support providers wine tourism. A majority of the respondents, namely 55% of the promotion of the wine tourism in the Czech Republic as sufficient, or rather sufficient. On the contrary, as totally inadequate by 10% of respondents assessed. 35% of respondents believe that wine tourism rather insufficient support. We can say that the prevailing positive rating support wine tourism, but positive assessment does not exceed the rating too negative. The proposals to improve support providers primarily suggested more advertising on the Internet and on television. Also suggested holding more wine events. Would welcome further tax cuts and cut red tape. In the field of wine tourism providers suggest more support from the various regions and cities. They would welcome the issue of maps, information brochures, information centers and improve the functioning of signs in the wine, which informed about the possibilities and especially the specific wine tourism providers in the area. Importance for the development of wine tourism, according to providers also improve transport infrastructure in the regions, particularly road repairs lower classes, and also a greater number of car parks and rest areas in the region. Other proposals concerned the involvement of travel agencies and tourist authorities CzechTourism, which should further promote wine tourism driveway.

Figure No.1 documents which form of promotion of wine tourism providers welcome. The most preferred form of advertising on television and internet advertising. You would like to see almost 72% of respondents. Next in line is advertising in the press, would prefer that 54% of respondents. Followed by outdoor advertising, which would be welcomed by almost 35% and radio advertising with 30%. Alternative media, such as city light displays, benches and public transport stops, elected by 28% of respondents. Another form of promotion suggested 13% of respondents.

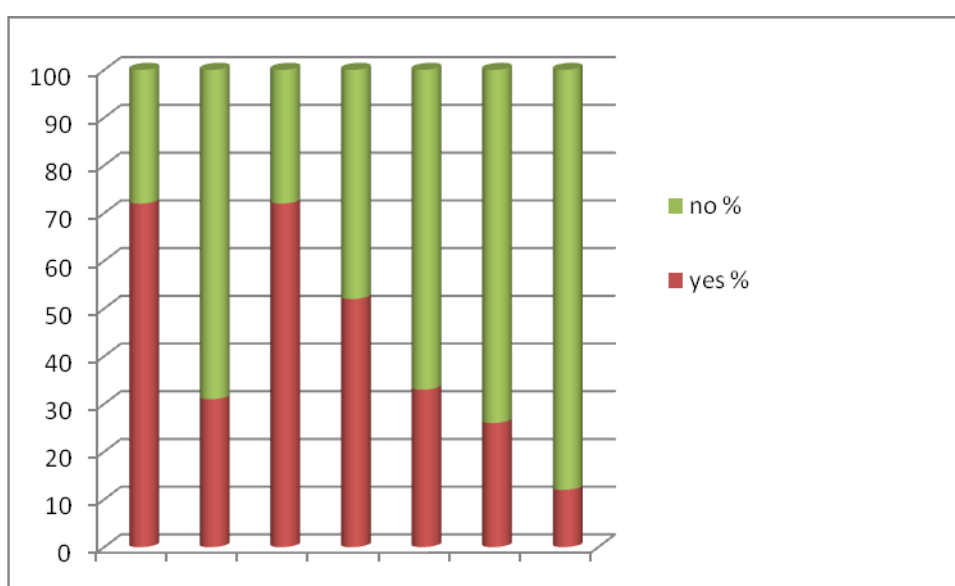


Figure 2: Preferred forms of Wine Tourism Promotion, (Prokeš, 2017)

Providers often suggested cooperation between the National Wine Centre Wine Fund and with travel agents. They would welcome the creation of packages consisting of offering more certified equipment and also to travel agencies more focused on mediating domestic and wine tourism driveway and not on the exit wine tourism. With this and other proposals related to Tourism focused more on the region of South Moravia and wine tourism. Another common theme was greater collaboration among the various actors in the region. And while uniform treatment of wine tourism in the regions. Not only within the region but generally the entire southern Moravia providers should welcome greater mutual awareness of the organized events. It seems reason to avoid collision terms and consumers can visit more actions.

In addition, providers should welcome more wine fairs and exhibitions in the Czech Republic and also more options common presentation of Moravian and Czech wines abroad. Providers also mentioned the possibility of using "smart phones" via mobile applications related to wine tourism.

Research at consumers focused on finding the perceptions of consumers on the concept of wine tourism. Responses are divided into 14 categories (Tab. II).

CATEGORICAL RESPONSES	SHARE ANSWERS
Trip or travelling for wine	13.11 %
Wine Tasting	3.28 %
Cycling	9.84 %
Tasting together with trip in the vineyards in South Moravia	16.39 %
Grape Harvest Feast	4.10 %
Walk or Cycle along South Moravia	13.11 %
Training and Tasting of Wine Production	3.28 %
Walking through the vineyards and the cellars	9.02 %
Wine Routes Trails and Wine Cellars	2.46 %
Hiking through Wine regions and exploring new places	6.56 %
Program for overnight in wine cellar	9.02 %
Wine Event	0.82 %
Wine Events, visit wineries, cycling	2.46 %
I do not know	6.56 %

*Table 2: Category of wine tourism, an idea on what wine tourism (Prokeš, 2017)*

As shown in the above table, for most respondents, 16.39%, means wine tourism wine tasting combined with a stroll through the vineyards in South Moravia. Fewest respondents that concept associated with a specific wine events. In addition, respondents often associate this term with the term "trip or traveling for wine," or have it linked to journey by bike or on foot along the southern Moravia. With cycling to wine tourism combines 9.84%. Hiking through the vineyards and the cellars imagines 9.02% and the same number is associated with this term vision of the program with sleeping for wine cellar. Hiking in the wine-growing regions and exploring new places (without wine consumption) conceives of 6.56% of the respondents. Similarly, 6.56% of respondents did not know what to imagine under this term. Less frequent responses were then vintage tasting and demonstration of production and wine trails and wine cellars. And overall the most comprehensive list, a wine events, visit wine equipment, cycling, imagine just 2.46% of the respondents.

Source of information on wine tourism is mapped according to research carried out in the picture No.7. Most, nearly 60 % of respondents, the wine tourism learned from the Internet. Another major source of respondents were familiar. Since then learned about wine tourism 48,36 % of respondents. The press and television learned about wine tourism 18,85 %, from family members and from 7,38 % 6,56 % radio. From other sources for wine tourism learned of 7.38% of the respondents

Categorized share answers	Rate
<b>On the internet</b>	69.67 %
<b>At winemakers</b>	3.28 %
<b>Tourist information centre</b>	4.10 %
<b>In newspapers and magazines</b>	1.64 %
<b>In wine villages and wine-town</b>	8.20 %
<b>Wine Trail around</b>	2.46 %
<b>For relatives</b>	6.56 %
<b>official web sites</b>	1.64 %
<b>I do not know</b>	2.46 %

*Table 3: The source of information for orientation in wine tourism, (Prokeš, 2017)*

Based on the results of the calculation of the coefficients for the determination of the potential for establishing a cluster and the objective situation in the European market in wine was established design of the cluster, which will be based on the principle of integrated VOC three regions (Pavlovic, Mikulov, Znojmo) with CE South Moravia. The proposed cluster has high coefficients of LQ and CQ (Tab.

IV). Due to the relatively high concentration of production resources has potential for competitiveness and clear identification of consumers in the domestic market, and also by Slovak wine market in Central Europe. The scope of activities in the first phase, coordination of services recommended wine tourism in Southern Moravia.

Wine Region	LQ	CQ
VOC Znojmo	1.02	1.51
VOC Modré Hory	1.30	2.46
South Moravia	2.26	2.81

*Figure 3: Localisation (LQ) and Concentrations Quotients (CQ) VOC, (Prokeš, 2017)*

## Conclusion

Based on the results it can be concluded that the interprofessional association VOC Czech Republic meets the conditions for a cluster. Localization quotient was calculated on the value well above the minimum value. A new alliance of wine producers of VOCs in the Czech Republic also has a concentration quotient larger than a minimum value, and thus fulfills the opportunity for the formation of the cluster. The plan to create a wine cluster was proposed to establish cooperation between the newly emerging associations of VOC at three sub-regions of South Moravia, in order to achieve competitive advantage in wine tourism.

This paper analyses the potential for wine tourism development and creating a plan for newly formed strategic alliances coordinating services offerings across all wineries in the region. This study describes the potential to offer services and products of the wine growing areas in the South Moravia region in the southeast part of the Czech Republic, suitable for promotional offers of wine tourism destinations and services. To achieve the objective of the paper a marketing research data collection and mapping current events and activities was conducted, in the wine-growing region of Moravia, promoting or offering specific local products and services associated with gastronomy and wine. Based on the results it can be concluded that the interprofessional association VOC Czech Republic meets the conditions for a cluster. The plan to create a wine tourism cluster was proposed to establish cooperation between the newly emerging associations of VOC appellation at three sub-regions of South Moravia, in order to achieve competitive advantage.

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